



Mark Young
New York Metro

August 26, 1997

To: Nick Kuruc
George Moulton

Audrey Evanchik
Lanny Wolfe
Frank Perez
Art Groll
Jim Mallardi

Subject: Chain Account / Direct Account & Sub-Jobber Evaluation

Dear Managers,

Over the past two to three years, we have continued to place more and more emphasis on our Chains, Direct Accounts and in this marketplace, the Sub-Jobbers. As time goes on, it appears that we continue to add accounts to our Kam's and Am's. The enclosed excel Evaluation forms are designed to equally evaluate the workload throughout the country for all Kam/Am assignments. These completed forms will give us an idea if the workload in a Region is spread-out equally, if anybody is too light, and most importantly identify any areas where we need increased Management headcount.

Please take the time to review the "Evaluation Criteria Forms" and complete the required information on each one of your accounts. Once completed you can e-mail the forms back to me. If you have any questions, we can discuss them at the Salem meeting next week.

Sincerely,

Mark Young

cc: O'Rourke / McHugh

51851 6996

Revised form (9/2/97)added column for Category Management Expectations.

Chain Evaluation Criteria / NY Metro- New Jersey Chain Division 1240

Account Name	Chain ID#	ABC or Player	# of Stores	Fixture Req.?	POG ?	Contract Admin.	PL?	Cat. Mgmt.	Direct Mkting	Point Value	Total CIV/wk	Drive. dist.
Joe's C-Stores	45778	3	2	2	1	2	2	2	1	96	5,200	40 mi
1 Amerada Hess Corp. 0353-00-00		4	4	1	2	2	2	3	2	768	62,000	5
2 Quick Chek Food 0919-00-00		4	4	3	1	2	2	3	2	576	35,000	30
3 Wakefern Food Corp.		4	4	3	2	2	2	3	1	864	55,000	20
4 Foodarama Shop Rite 1150-00-00		4	1	3	2	2	2	3	1	288	13,000	25
5 Shop Rite Smkts. 1177-00-00		4	1	3	2	2	2	3	1	288	5,000	5
6 Village Shop Rite 1174-02-00		4	1	1	2	2	2	3	1	96	5,000	30
7 Pathmark Stores 0522-00-00		2	3	1	2	2	1	2	1	96	51,800	15
8 Super Fresh 1127-00-00		1	3	3	2	2	2	3	1	216	16,175	35
9 A&P Corporate 0208-00-00		1	6	1	1	1	1	1	1	6	225,500	35
# A&P Metro Group 0208-01-00		1	3	1	1	1	1	1	1	3	45,000	35
# Grand Union Co. 0206-00-00		1	3	1	1	1	1	1	1	3	50,850	40
# Hudson News 3407-00-00		1	1	1	1	1	1	1	1	1	1,100	35
# Andy K's 4241-00-00		4	1	1	2	2	1	3	1	48	600	35
#												
#												
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Chain Evaluation Criteria / NY Metro

1	2	3	4
<u>Player Designation</u>	<u># of Stores</u>	<u>Fixture Requirements</u>	<u>Plan-o-gram</u>
A=4	1 to 25 = 1	Carton & Pack = 3	Yes = 2
B=2	26 to 50 = 2	Pack Only = 2	No = 1
C=3	51 to 250 = 3	None = 1	
D=1	251 to 500 = 4		
	501 to 1000 = 5		
	1000+ = 6		
5	6	7	8
<u>Contract Administration</u>	<u>Private Label</u>	<u>Cat. Mgmt. Expectations</u>	<u>Direct Marketing</u>
Yes = 2	Yes = 2	High = 3	Yes = 2
No = 1	No = 1	Medium = 2	No = 1
		Low = 1	

Instructions:

- * Use the following sheet to evaluate each one of your Chain Accounts.
- * The Maximum Point Value is 3,456 the Minimum Point Value is 1.
- * After you evaluate a specific account, then: Multiply #1 by #2 by #3 to #10.
This multiplication process will give the total point value of "Each" account.

Direct Account Analysis / NY Metro- G. N. Kuruc, Jr.

Account Name	SIS #	Wholes. Partner?	ABC or D Player?	VAP #	DPC #	DOD ?	# DOD values	Returned Goods?	Tax jurisdiction (stamps)	PL?	Cat Mgt Exp.	POINT VALUE	Driving Distance	RJR Wkly Cases
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Example wholesale	4444444	2	3	3	2	2	3	2	2	1	2	1,728	15 mi.	32 cs.
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1	Wakefern Food	425769	3	4	1	1	1	2	2	2	3	288	20	235
2	Plainbridge Inc.	652359	2	2	1	1	1	2	2	1	2	32	20	118
3	Grand Union Co.	967196	1	1	1	1	1	2	2	1	1	4	40	76
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Direct Account Evaluation Criteria / NY Metro

1 <u>Wholesale Partner</u> Plan G = 3 Plan A = 2 No Plan = 1	2 <u>Player Designation</u> A = 4 B = 2 C = 3 D = 1	3 <u>VAP #</u> 501+ = 4 101-500 = 3 1-100 = 2 0 = 1	4 <u>DPC#</u> 100+ = 3 1-100 = 2 0 = 1
5 <u>DOD</u> Yes = 2 No = 1	6 <u># of DOD Values</u> 3 = 3 1-2 = 2 0 = 1	7 <u>Returned Goods</u> Yes = 2 No = 1	8 <u>Tax Jurisdiction</u> Multi = 2 1 = 1
9 <u>Private Label</u> Yes = 2 No = 1	10 <u>Cat. Mgmt. Expectations</u> High = 3 Med = 2 Low = 1		

Instructions:

- * Use the following sheet to evaluate each one of your Direct Accounts and Sub-Jobbers.
- * The Maximum Point Value is 20,736 the Minimum Point Value is 1.
- * After you evaluate a specific account then: Multiply #1 by #2 by #3 to #10.
This multiplication process will give the total point value of "Each" account.

Direct Account Analysis / NY Metro